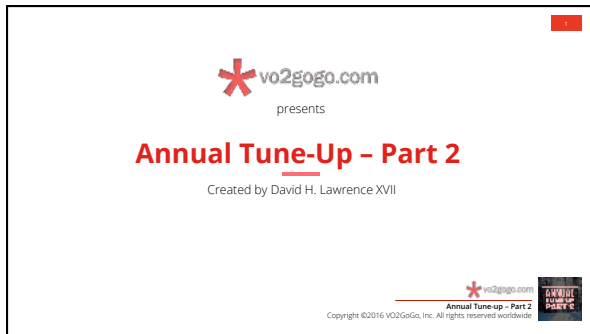


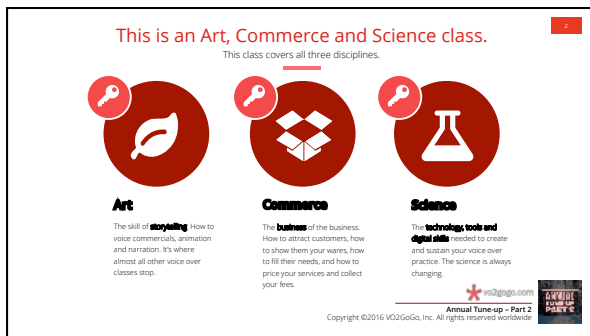
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Class Notes



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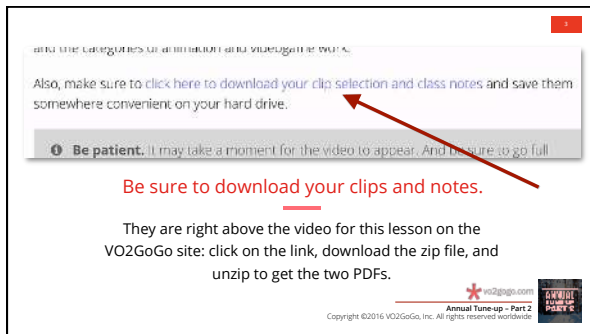
This is an Art, Commerce and Science class.
This class covers all three disciplines.

Art
The skill of **storytelling** - how to voice commercials, animation and narration. It's where almost all other voice over classes stop.

Commerce
The **business** of the business. How to attract customers, how to show them your wares, how to fill their needs, and how to price your services and collect your fees.

Science
The **technology tools and digital skills** needed to create and sustain your voice over practice. The science is always changing.

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Also, make sure to click here to download your clip selection and class notes and save them somewhere convenient on your hard drive.

Be patient. It may take a moment for the video to appear. And be sure to go full screen.

Be sure to download your clips and notes.

They are right above the video for this lesson on the VO2GoGo site: click on the link, download the zip file, and unzip to get the two PDFs.

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Here's the plan for class.


- Introduction**
Why a periodic tune-up should happen more than once a year.
- Lesson 01**
Your VO marketplace tune-up.
- Lesson 02**
Your client and project management tune-up.
- Lesson 03**
Your promotion and marketing tune-up.
- 3 Or More Things To Explore**
Your homework and other actionable items.
- Questions and Answers**
Save your questions until the end, then fire away.

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Introduction
Why a periodic tune-up should happen more than once a year.

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Your yearly practice tune-up should happen more often.
Four reasons a periodic assessment of where you are and where you're going is essential.

- The VO industry doesn't evolve or pivot just in December.**
The industry and how you operate within it can change in a heartbeat. Watch for those changes, and adjust.
- Not letting small things get bigger is essential to a smooth practice.**
If you've been telling yourself for months to upgrade or adjust something, focus and have a bias for action.
- Technology moves, changes, and even disappears at a fast pace.**
Daily, monthly, quarterly, every-so-often you can see small incremental (or bigger) changes.
- Your goals, skills, and achievement levels can change at any moment.**
Not just once a year. When you're feeling accomplished, some adjustments need to be made.

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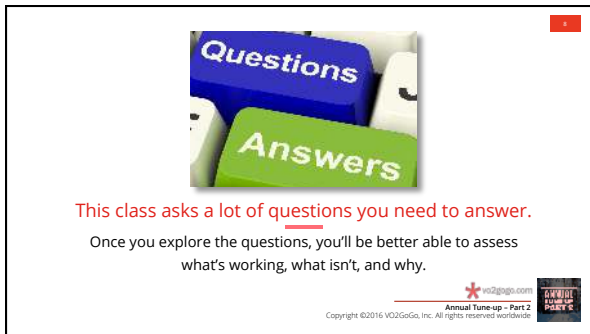
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Lesson 01
Your VO marketplace tune-up.

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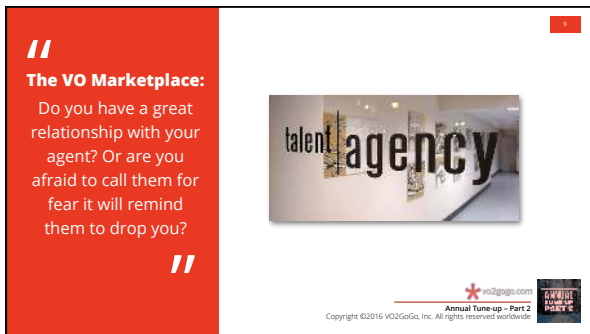


Questions
Answers

This class asks a lot of questions you need to answer.
Once you explore the questions, you'll be better able to assess what's working, what isn't, and why.

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“
The VO Marketplace:
Do you have a great relationship with your agent? Or are you afraid to call them for fear it will remind them to drop you?
”

talent agency


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“
The VO Marketplace:
What casting workshops have you attended? What has borne fruit, and what has been a waste of time?
”

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“
The VO Marketplace:
Which casting sites have you been active on? Which have given you the results you've worked for? Which have been a waste of time, effort, and money?
”



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“
The VO Marketplace:
What have you done to find work via new media, producers, app developers, and other non-traditional channels?
”

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The VO Marketplace:
What kind of work have you been getting from your existing customers? How is your relationship with your customer base?

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The VO Marketplace:
How are the traditional search engine results for both finding potential clients, and them finding you?

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Lesson 02
Your client and project management tune-up.

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Four aspects of client/project management to look at. 16

Four processes we'll look at to see if you're using your resources and time well, or if you're spinning your wheels.



- 01 Profiles.** Are they all up to date? On every page and site that your name is displayed on?
- 02 Presale education.** Do you have pages that tell your customers (and potential customers) how to use what you produce?
- 03 Audition notes.** Have you created a standard audition "note" that you can quickly copy and paste when submitting? Does it need updating?
- 04 Backup.** Have you instituted an insanely overengineered backup system for your computer and your data? Can you recover quickly from disaster?

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“ Your Pricing: 17

Are your prices where they should be, reflecting your experience and accomplishment? Is it time to raise prices? ”

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“ Your Bookings: 18


How smooth is your move from auditioning to booking? Do you find yourself scrambling every time, or is it systematic and easy? ”



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// Your Performance:
When you sit down to do your work, are you calm, confident, and happy? Or is your mind feeding you limiting beliefs? **//**

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// Your Delivery:
Is your ability to get finished work product to the client at all compromised? Do you have things where you need them when you need them? **//**




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// Your Admin Time:
Are you getting more work from the same clients? Or is every job a new job with new time spent onboarding? **//**

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Your Followup:

Once you finish a job, do you simply move on? Or do you have a method of reminding yourself to stay in touch with clients?


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Lesson 03

Your promotion and marketing tune-up.

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“

Your Profiles:

Are they updated on all sites with new work, new training, new skills? Or are they the same as five years ago?

”



David H

A veteran of


Available for

Gender: Male

Replace

AUDIOBOOK SAMPLES ABOUT

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“ Your Website:
Is your professional website dedicated to your work, and not mixed up with other aspects of your life?
”

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“ Your Custom VO2GoGo Page:
Do you have one?
Are you taking advantage of the traffic, and of David's testimonial?
”

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Your Demos: Are they everywhere?
Are they on every site they should be on, where appropriate?

 Voice123.com All demos	 ACX.com Only audiobook demos	 BDS/Actors Access All demos	 IMDb All demos
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Your Demos: On international sites?

If you work outside the United States, are your demos on every site and location possible, like Bodalgo and Voices.com?

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Your Smartphone:

Have you placed your demos in saved email messages, filtered into a folder for easy access and forwarding?

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Your Email Signature:

Do you have one (from WiseStamp)? Are you linking to your pages, profiles, and demos in your email signature?



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☑ Voice Description

warm, business like, smart and deep for narrations
announcer, character voices (created on demand for you!) and fun for
commercials, smooth and professional for presentations
Accurate and easy for technical and scientific work
Clear and precise for IVR. (One of the most heard voices in IVR)

“ Your Descriptors:

Have you written short prose that describes your brand that you can use in profiles?

”

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Your social media presence? Only four matter.

Focus your efforts solely on the ones that give you the biggest bang for your social networking bucks.

The Big 2.


Facebook.
1.71 BILLION users. It is synonymous with social networking. They are aiming to be your home on the internet.

Twitter.
313 MILLION users. It is more agile than the other networks, and has become the delicious buzz mezz of trending topics.


The Other 2.

LinkedIn.
450 MILLION users, and all of them uninterested in anything but making professional connections.

And...Google+.
111 MILLION users, but only 6.5 million are active. Your ability to be found increases dramatically if you're a member of Google+. So join just for that benefit.



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“ Ask yourself:

What worked?

What didn't?

Why?

”

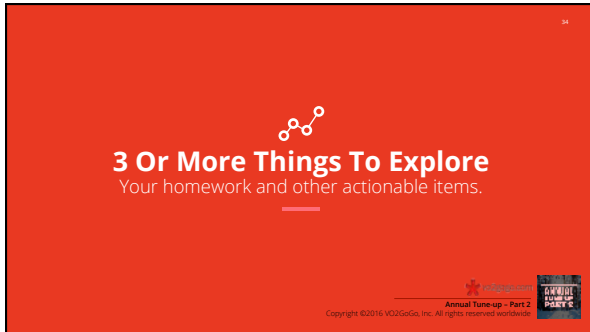


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3 Or More Things To Explore
Your homework and other actionable items.

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3 or more things to explore.
Next steps: take what you've learned, explore and learn more, then put that all to work.

- +** Where are you getting your work from? Add new avenues of growth.
- +** Update your profiles, and not just once a year.
- +** Create and use an insanely over-engineered backup system for your work.
- +** Make sure you're everywhere people look for voice talent.

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?
Questions
Fire away. Or send them to david@vo2gogo.com.

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